

## ABSTRACT OF THE DISCLOSURE

The present invention is a method for ranking user preferences. The searched item is categorized in classes, and the sort mechanism gives the user a list of attributes of  
5 the item. The user can pick one or more attributes of the item from a list, or the user can edit the list of attributes. Each attribute is given a value, which is used to display the results of the search in real time. The value of each attribute may not exceed a certain threshold, and if it does, the search mechanism normalizes accordingly. The results can be further sorted in real time by either changing the value of one or more attributes, or by  
10 clicking on a heading of an attribute thus making it the most (or least) important attribute from the list of attributes.